



NEWS RELEASE

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THOUSANDS OF ENTREPRENEUR KITS DELIVERED TO CENTRAL INDIANA ORGANIZATIONS FOR LEMONADE DAY 2012

INDIANAPOLIS – Inventor and entrepreneur Scott Jones, Indy Parks & Recreation Director Stuart Lowry and employees from local businesses set Lemonade Day 2012 in motion today by stuffing 15,000 backpacks for Central Indiana youth. Presented by Teachers Credit Union, Ice Miller and ChaCha, Lemonade Day is a free Indianapolis area initiative designed to teach kids how to start, own and operate their own business: a lemonade stand. Beginning March 8, kids will sign up, get a backpack and use the materials inside the pack to learn how to start their own lemonade business. Youth participants will “open up shop” on Lemonade Day 2012, Saturday, May 19, throughout the nine-county region.

“Lemonade Day is truly a community-wide effort. Our 30+ sponsors help us financially and with volunteer support and the dozens of libraries, non-profit organizations and schools play a role by connecting us with the kids who participate. The parks departments and other government officials make it possible for kids to set up their lemonade stands on Lemonade Day. Virtually every sector of the community is involved with Lemonade Day in some way. It’s extraordinary,” said Jones of the community’s response to Lemonade Day.

“This initiative teaches young entrepreneurs valuable skills they can in turn apply to real-life goals,” said Mayor Greg Ballard. “I encourage youth to participate in this program and save some of their earnings, spend a little and share a portion with a charity of their choice. And I encourage the general public to visit participants’ lemonade stands on May 19.”

Lemonade Day backpacks were distributed to the following locations today. Youth and adult sponsors will sign up beginning Thursday, March 8:

- All branches of the Indianapolis Marion County Public Library
- Indy Parks’ Family Centers at Broad Ripple, Garfield, Christian, Windsor, Riverside and Krannert parks
- All branches of the Greater Indianapolis YMCA
- Speedway Public Library
- Washington Township Public Library (Avon)

- Westfield Washington Public Library
- Carmel Clay Library
- Hamilton East Public Library (Noblesville & Fishers branches)
- Hussey-Mayfield Memorial Public Library (Zionsville)
- Beech Grove Public Library
- Hancock County Public Library (Greenfield)
- Sugar Creek Branch New Palestine
- Brownsburg Public Library
- Greenwood Public Library
- Johnson County White River Branch (Greenwood)
- Johnson County Franklin Branch
- Johnson County Clark Pleasant Branch (New Whiteland)
- Johnson County Trafalgar Branch

About Lemonade Day

Lemonade Day is a national initiative. Scott Jones started Lemonade Day in Indianapolis after entrepreneur and founder Michael Holthouse approached him to spearhead the initiative. In 2010, Lemonade Day's inaugural year in Indianapolis, more than 7,400 kids participated. Last year, the number rose to 10,000. Collectively, the kids who participated in Lemonade Day last year generated more than \$1.3 million in revenues on one day. The goal for 2012: 15,000 kids and \$2 million! For more information, visit www.indianapolis.lemonadeday.org.

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